

Setting Your Shipping Rates

To set your shipping rates in the Shopify admin area, go to 'Settings' – 'Shipping'.

A lot of this comes down to common sense because there is no 'one rate fits all', but here are some pointers to help you:

Set rates for the country/countries that you want to sell in and then set a very high rate for 'Rest of World'. Set it so high that nobody would ever want to pay that much! We do this because we can't actually control where our store visitors come from and we can't prevent visitors from adding items to the cart. The only thing we can do, is to dissuade visitors from making a purchase. So we do that by making the shipping rate ridiculously high for those visitors that we cannot deliver to.

Use 'Price Based' shipping rates as opposed to 'Weight Based'.

Always try and keep shipping prices to a minimum for your customers because if not, you will lose a lot of sales at the checkout. It's better to bump up the price of the product/s a little and keep the shipping costs as low as possible.

Try to have some sort of free shipping option. For example, free shipping on orders over \$50. If you are drop shipping from Aliexpress, then you really should have free shipping on all orders because of the longer shipping times from China.

Please watch the video to see me set up shipping in the 'littlePetz' store.

As always, do not rely ONLY on the PDF's. The videos are much more detailed and must be watched in order to gain a full understanding of the process.